



Job Description

Job title:	Director of External Engagement
Reporting to:	Principal & CEO
Staff reporting:	Communications Manager
Based:	This position is based at our Campus in Sopley, Christchurch, BH23 7AT. Limited hybrid working is available when schedules allow.
Hours:	Full Time Role (40 per week). Monday to Friday but will include some evening and weekend engagements.
Purpose:	• To contribute to the strategic direction of the College with particular responsibility for ensuring that it delivers its strategy to drive sustainable student recruitment. • To strengthen and expand the College's reach within church networks, denominations and wider Christian leadership communities through building the strategic relationships, visibility and alumni mobilisation that underpin institutional influence. • To lead the institution's external-facing communications and events.
Key duties:	External Relationships and Visibility • Develop and deliver a coherent external engagement strategy that raises the College's visibility and influence in the UK and internationally. • Serve as a senior public representative of the College at conferences, events and church gatherings. • Work with the Principal & CEO on high-level external engagements, strategic introductions and external stakeholder management. • Build a consistent institutional voice through speaking engagements, thought-leadership contributions, co-hosted events, and proactive relationship-building. Student Recruitment • Provide strategic yet hands-on leadership to the College's student recruitment, managing activities, such as open days, conference involvement and exhibiting, ensuring alignment with institutional priorities. • Work collaboratively within ELT to set and own mutually-agreed recruitment targets and monitor performance, ensuring College-wide clarity on goals. • Monitor and analyse sector trends, church landscape shifts and policy developments that affect recruitment and partnerships.



- Prepare reports and proposals aligned with the Strategic Plan.

Church, Denomination and Network Partnerships

- Drive engagement with churches, networks, denominations and Christian organisations, positioning the institution as their preferred partner for theological education and leadership development.
- Identify, cultivate and steward key strategic relationships capable of producing sustained recruitment pipelines, developing agreements that align with institutional strategy and regulatory expectations.
- In dialogue with the Placements Team, maximise on relationships with partner churches and organisations.
- Contribute to the development of a portfolio of courses, ensuring external insights feed into academic planning.

Communications & Brand

- Provide strategic leadership to the communications, marketing and recruitment team to ensure clear, consistent and compelling messaging across all channels.
- Strengthen the College's brand identity, ensuring it resonates with target audiences, especially church leaders, prospective students, and influencers.
- Oversee the creation of high-quality digital content, and campaigns that support recruitment, partnership, and visibility objectives, ensuring compliance with regulatory standards.

Alumni Mobilisation

- Develop and oversee an alumni engagement strategy that activates alumni as ambassadors, donors, mentors, recruitment advocates and contributors to the College's public voice.
- Strengthen alumni relationships through events and collaborative initiatives with academic departments.
- Develop and implement a fundraising strategy for alumni, increasing the number of regular givers.
- Develop robust CRM- and data-informed approaches to outreach work, recruitment and stakeholder management.

Key Performance Indicators

- Year-on-year increase in quality applications to Higher Education programmes.
- Growth in the number of churches/networks treating the College as a first-choice training partner, with the goal of 300 individual churches as such by 2029.
- Increase in formal partnerships (MOUs, pathways, co-branded initiatives).
- Growth in alumni engagement and mobilisation across key activities.
- Increased institutional visibility demonstrated by event invitations, media presence, online engagement and strategic collaborations.

July 2026



Person Specification

Essential

- Proven leadership experience in external relations, church engagement, student recruitment, marketing or related fields.
- Credibility within UK church and Christian charity contexts.
- An engaging public communicator with experience speaking at events, conferences or leadership gatherings.
- Evidenced ability to build and sustain high-trust relationships with senior church leaders and strategic partners.
- Ability to build, inspire and develop teams across multiple functions: communications, marketing and student recruitment.
- High emotional intelligence, relational warmth and skilled networking abilities.

Desirable

- Experience and understanding of theological education.
- Good understanding of student recruitment dynamics within UK higher education or equivalent sectors.
- An existing profile or network that can immediately extend the College's reach.
- Denominational, network, or church leadership experience.
- Experience mobilising volunteers, e.g., Alumni or supporters.
- Good understanding and experience of utilising digital tools and data to inform practice.

Additional Requirements

- Willingness to travel regularly within the UK and occasionally internationally.
- Willingness to work some evenings/weekends for events.